

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/09 thru 08/15. (prices in dollars per carton)

				SHEL	L EGG	NATIO	NAL SU	MMARY	7					
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate	27.	4% of 23	,200 sto	res	30	.8% of 23	3,200 sto	res	25.9% of 22,500 stores				
		X LA	ARGE	LARGE		X L	X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E G	White 12 pack			190	1.02			1,450	1.46			180	1.35	
	White 18 pack	10	2.25	380	1.99	30	2.25	180	2.35	20	2.69	1,580	2.40	
u	Brown 12 pack													
L	USDA GRADE A													
A R	White 12 pack			110	1.57			610	1.08			210	1.67	
	White 18 pack			1,050	2.19			600	1.92			980	2.54	
	Brown 12 pack													
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	10	5.19	430	3.96	130	3.97	310	4.21	200	3.99	580	3.79	
E	OMEGA-3													
C	White 12 pack	610	2.97	1,430	2.59	190	2.83	1,290	2.79	520	2.53	1,140	2.56	
ī	Brown 12 pack							10	4.90					
Ā	CAGE-FREE													
Ĺ	White 12 pack			40	2.81	180	2.84	20	2.98			20	2.29	
T	Brown 12 pack			2,330	3.10			450	3.47			950	3.02	
·	VEGETARIAN FED													
	White 12 pack			150	2.50	110	2.98	270	2.69	50	3.49	130	2.50	
	Brown 12 pack	30	2.99	330	2.68	150	2.96	100	3.40	580	2.00	760	2.40	

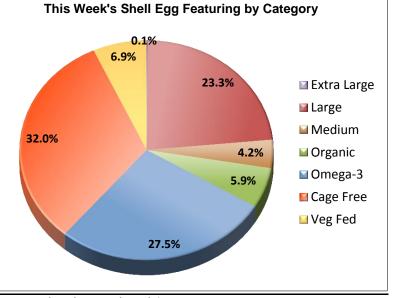
	S - Grade A or b	petter, avg. feature	price converted to \$/do	zen	
1.45		1.46	1.42		
1.30	1.22		1.42	1.35	1.39
1.15					
1.00 Jul 05-11	Jul 12-18	Jul 19-25	Jul 26-Aug-01	Aug 02-08	Aug 09-15

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,740	2,870	2,970	Large Eggs on
Specialty	5,360	3,210	4,930	Aug-05-2013
Total (includes MD)	7,410	6,520	8,230	498.6
Special Rate 4/:	0.1%	7.8%	1.3%	down 0.2%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs continues to steadily decline, however the weighted average price of Grade A, or better Large white eggs to consumers turned around and is slightly higher than a week ago. The number of "no price" specials in circulars dropped sharply from view. Advertisements for Extra Large eggs are very hard to find, however Medium eggs are featured on a consistent basis. Specialty shell egg promotions increase in frequency. Cage-free and Omega-3 varieties are most commonly featured, while USDA Organic and vegetarian fed eggs hold on to their shared of ad space. Promotional activity for liquid eggs slightly less than the previous. Most ads are for 14-16 ounce cartons and are predominately featured in the Northeast region. Summer is winding down and with schools beginning to open in many areas, we will see if shell eggs benefit from this occurrence.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

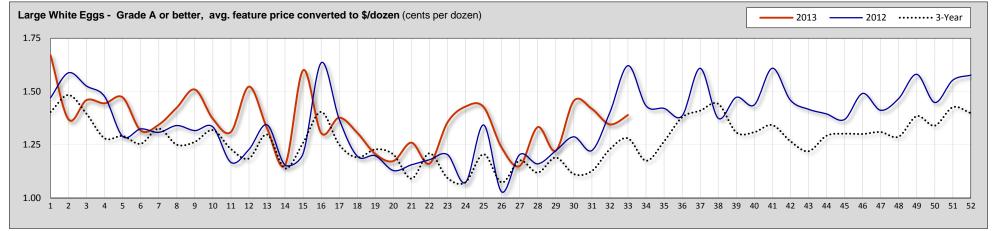
		(CT,		E AST U.S. ,NH,NJ,NY,PA,R	RI,VT)		SOUTHE AL,FL,GA,MS,NO		√)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate 1/ Activity Index 2/ CLASS		Activ	33.6% of 4,600 ity Index = 2,36	sampled outlets 60 (includes Me	s dium)	Activ	33.8% of 6,100 s rity Index = 2,090	ampled outlets (includes Med	20.6% of 4,200 sampled outlets Activity Index = 880 (includes Medium)							
			LARGE		RGE		LARGE		RGE	EXTRA LARGE		LARGE				
USDA GRAD	Mhita 18 nack	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
AA	MEDIUM		White 12 pack				White 12 pack			١	White 12 pack					
USDA GRAD				1.29 - 1.50 1.88 - 1.99	40 1.41 150 1.98			1.78 - 2.50	470 2.45			0.99 - 1.29 1.78 - 1.99	40 330	1.07 1.94		
Α	MEDIUM		White 12 pack White 30 pack	1.25	60 1.25		White 12 pack White 30 pack	0.88 - 1.25	70 1.08		White 12 pack White 30 pack	0.55 - 0.88	10	0.67		
S	SDA ORGANIC White 12 pack Brown 12 pack	5.19	10 5.19	3.99 - 4.99	70 4.14			2.99	80 2.99			2.99 - 3.99	100	3.67		
C	MEGA-3 White 12 pack Brown 12 pack	2.50 - 3.00	460 2.80	1.99 - 3.59	400 2.81			1.99 - 2.49	200 2.22			2.49 - 2.99	230	2.53		
L	MGE-FREE White 12 pack Brown 12 pack GETARIAN FED			2.50 - 2.98 2.79 - 3.99	40 2.81 770 3.36			2.50 - 3.00	1,240 2.92			2.50 - 3.99	50	2.94		
Y	White 12 pack Brown 12 pack	2.99	30 2.99	2.48 - 2.50 2.50 - 3.99 ENTRAL U.S	150 2.50 180 2.91		SOUTHW	2.00	30 2.00		NORTH	2.50 WEST U.S.	120	2.50		
		(AF		,MO,NM,OK,TX,	UT)		(CA,H					OR,WA,WY)				
	eature Rate 1/ ctivity Index 2/		•	sampled outlets 0 (includes Med			31.0% of 2,900 s rity Index = 1,110	•	25.9% of 1,200 sampled outlets Activity Index = 290 (includes Medium)							
USDA GRAD AA	White 12 pack White 18 pack Brown 12 pack			0.99 1.89 - 2.00	100 0.99 70 1.95		10 2.25	1.99 - 2.50	230 2.03			0.99 - 1.66 1.48 - 1.99	90 80	1.04 1.90		
USDA			White 12 pack	1.19 1.50 - 2.50	20 1.19 100 2.10		White 12 pack	1.07 - 1.25 4.99	10 1.18 10 4.99	,	White 12 pack	0.49	110	0.49		
GRAD A	Brown 12 pack MEDIUM		White 12 pack White 30 pack	0.87	50 0.87		White 12 pack White 30 pack				White 12 pack					
s US	Mhite 12 pack Brown 12 pack		·	2.99	40 2.99			4.99	130 4.99		·	3.79	10	3.79		
P ON	MEGA-3 White 12 pack Brown 12 pack	3.49	80 3.49	3.49	80 3.49		70 3.49	1.99 - 3.48	520 2.46							
L	White 12 pack Brown 12 pack			2.50	140 2.50			3.99	130 3.99							
Y	White 12 pack Brown 12 pack		Named as I have a	Davidson 2 C	Anglia Manlas (N	(545) 224	4474		AMO.d O	_PSMarketNews	Page			2 of 3		

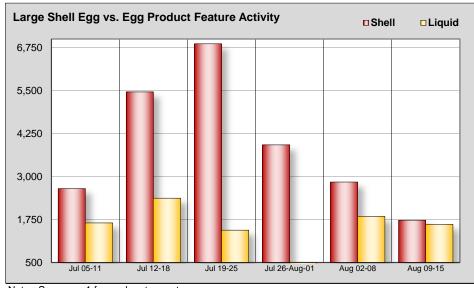


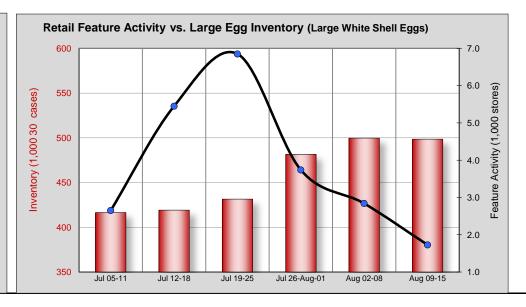
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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	9.0%	8.5%	11.8%	21.0% of 4,6	1.0% of 4,600 sampled		3.8% of 6,100 sampled		10.2% of 4,200 sampled		0.6% of 4,200 sampled		13.2% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,610	1,840	2,860	Activity Ind	Activity Index = 1,060		Activity Index = 130		Activity Index = 360		Activity Index = 20		Activity Index = 40		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Rang	ge Stores Avg 3	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,570 2.52	1,560 2.42	2,480 2.86	1.99 - 3.00	1,020 2.51	2.00 - 2.29	130 2.21	1.99 - 3.50	360 2.66	2.29 - 2.50	20 2.43	2.50 - 2	69 40 2.57			
32 oz. crtn	40 5.16	270 4.92	220 3.35	3.99 - 5.99	40 5.16											
3 - 4 oz. cup		10 1.99	160 2.92													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.